

Fig. 1

PRIOR ART

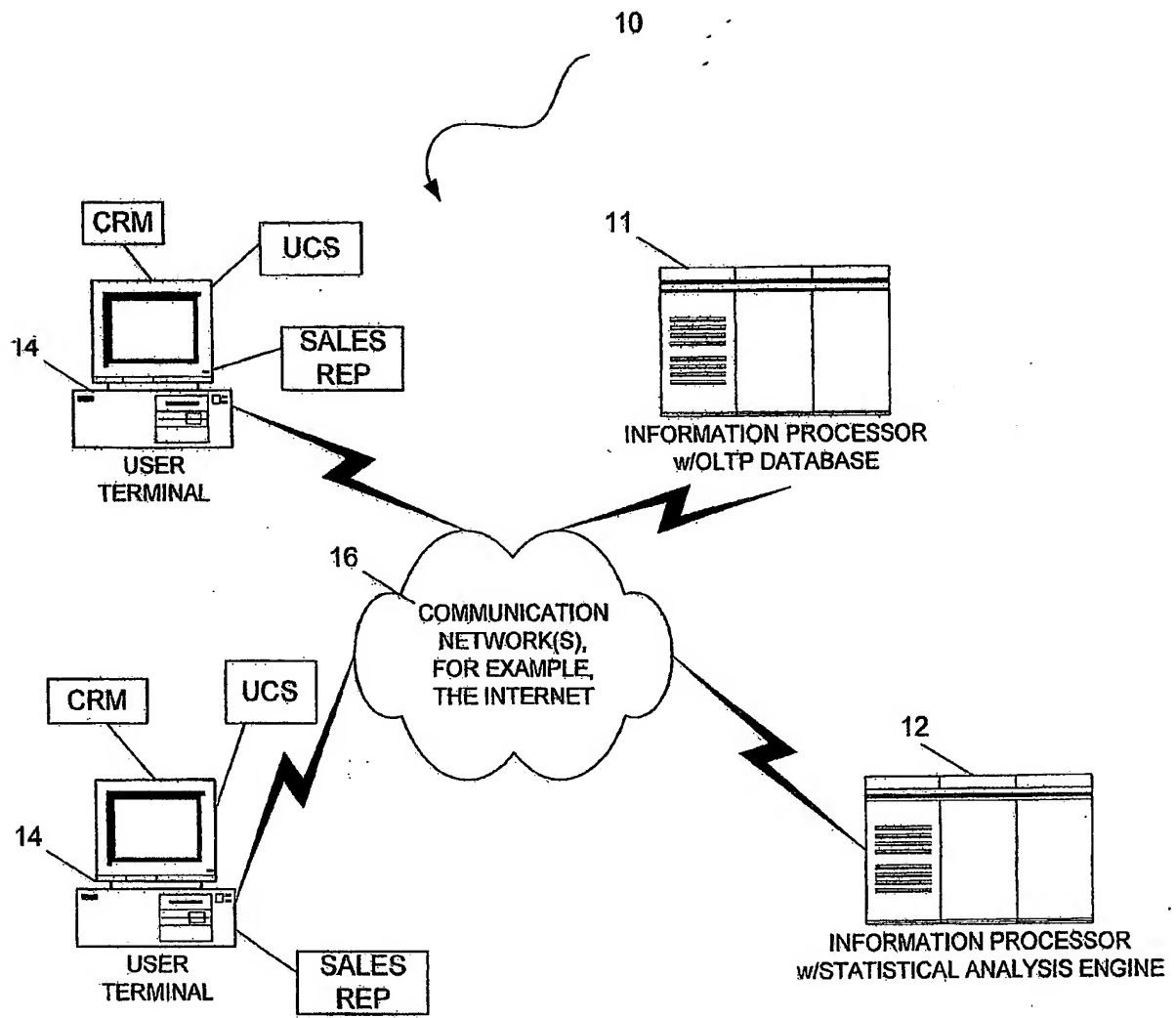


Fig. 2

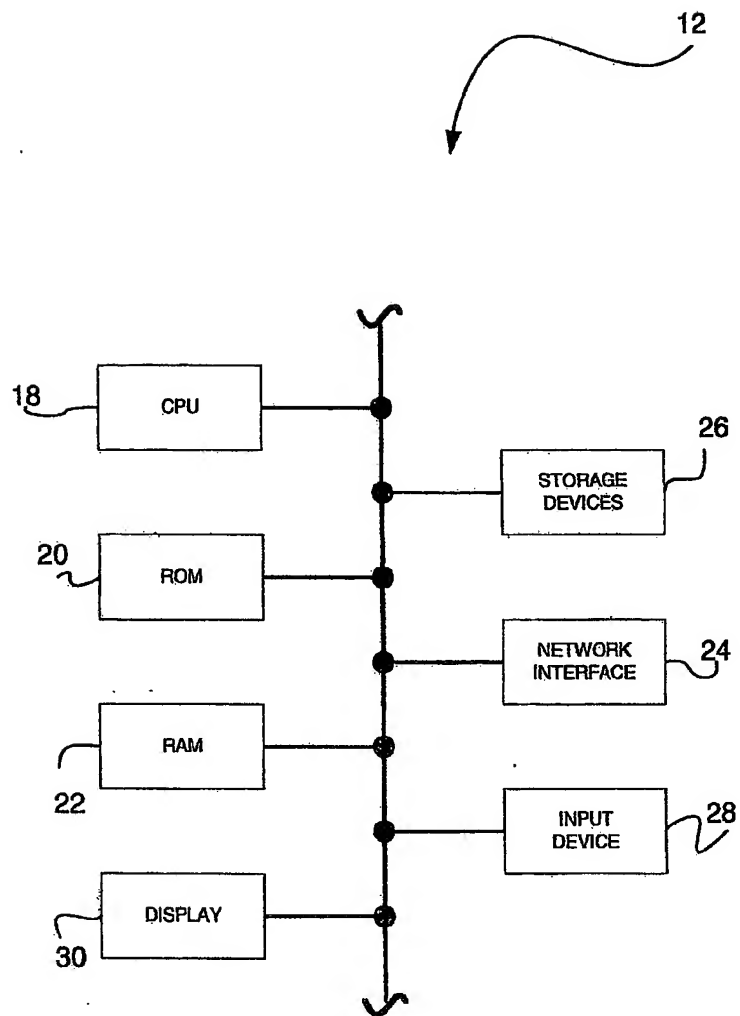


Fig. 3

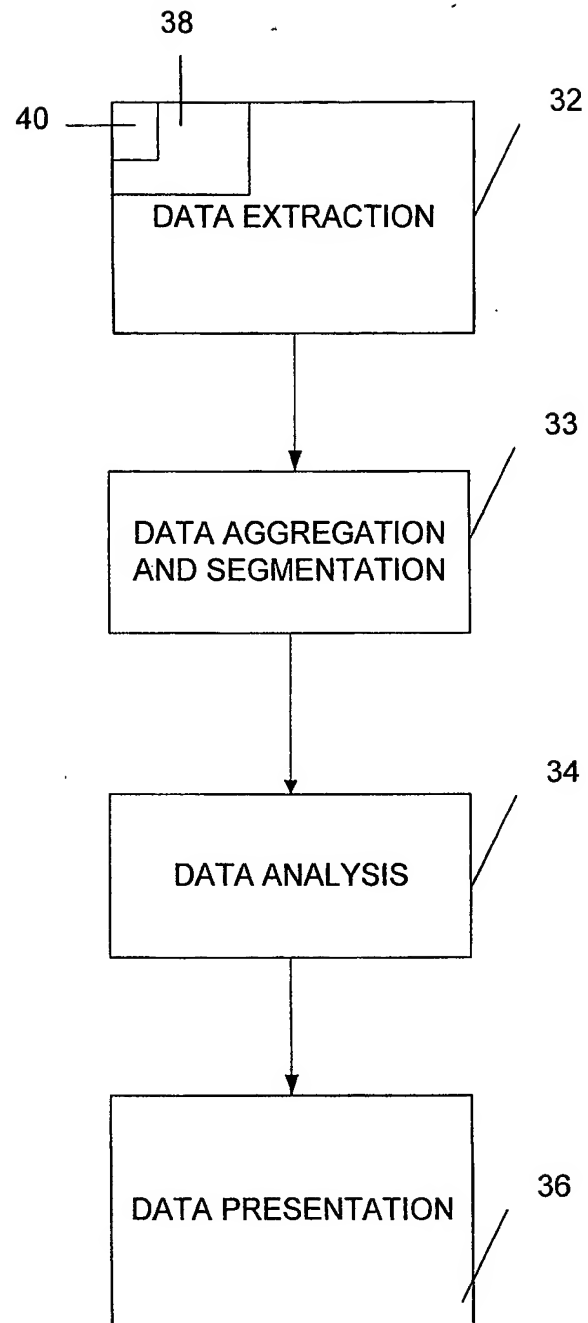


Fig 4

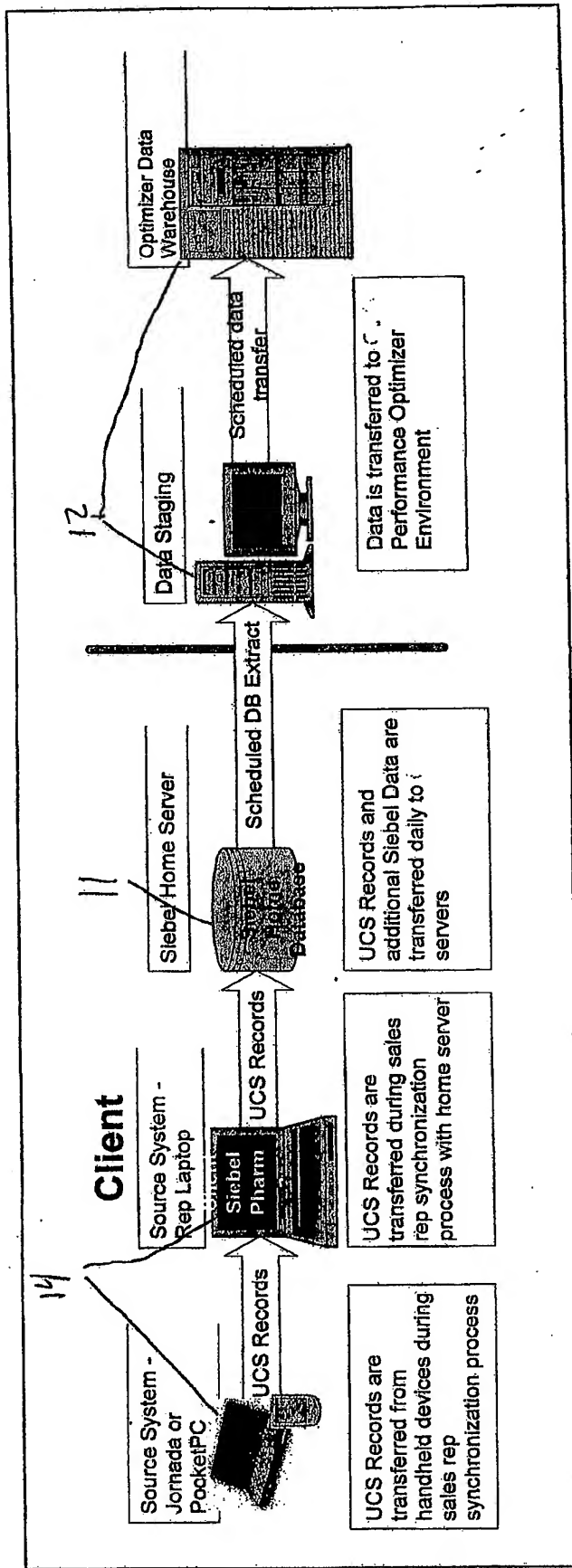


Fig. 4A

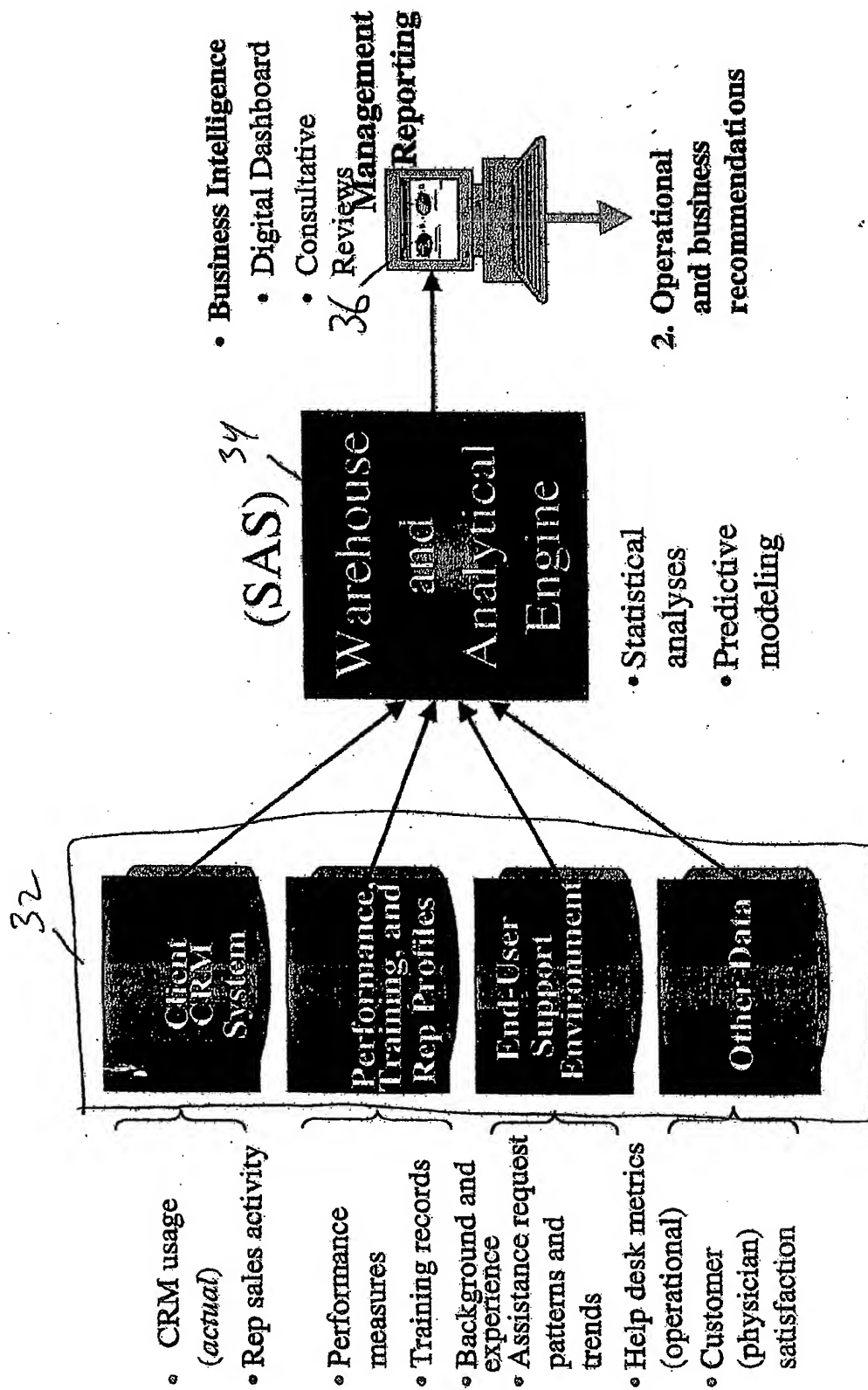


Fig. 45

Business Processes and Sub-Processes

- **Admin**
 - > Informational
 - > System
 - > Time off Territory
- **Analysis**
 - > Effort
 - > Informational
 - > Market
 - > Planning
- **Events**
 - > Execution
 - > Planning
- **Postcall**
 - > Detailing
 - > Informational
- **Precall**
 - > Informational
 - > Planning
 - > Scheduling
- **Other (included)**
- **Manager (not included)**

Fig 5A



Dependent Variable: Attainment of Quota

- **CRM System Diagnostics:** Sessions, Syncs, Queries, Timeouts
- **Time Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Detailing, Postcall-Informational, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Hits Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Informational, Postcall-Detailing, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Effort:** Activities, Details
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity, Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex, Quota End of Year '02



Fig. 5B

Dependent Variable: Details

- **CRM System Diagnostics:** Sessions, Syncs, Queries, Timeouts
- **Time Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Detailing, Postcall-Informational, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Hits Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Informational, Postcall-Detailing, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity, Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex



hg. 5C

Dependent Variables: Hits and Usage

- **Effort:** Activities, Details
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex

Fig. 50



Usage Dashboard Conceptual/Logical Dimensional Model – Part I

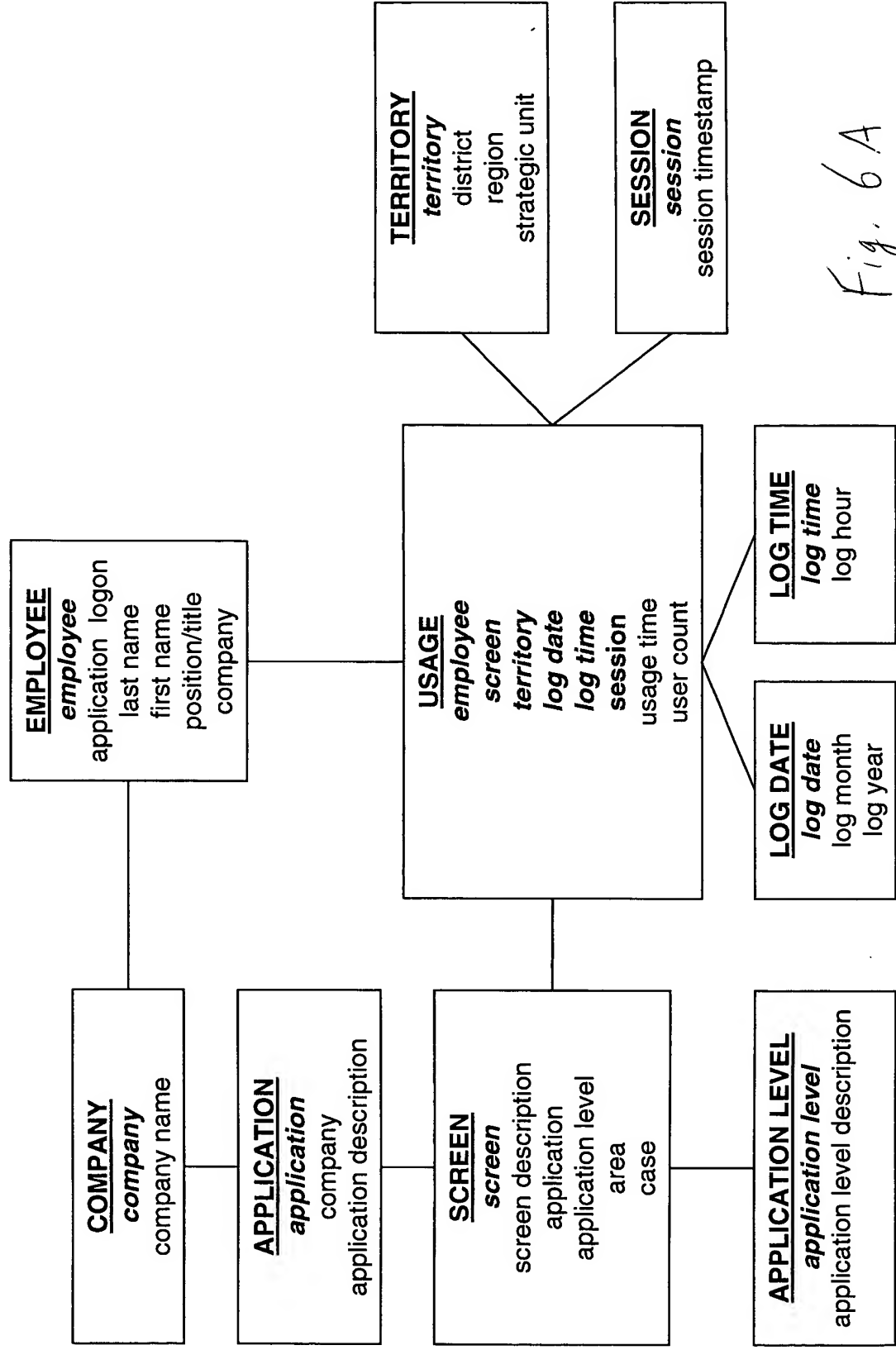


Fig. 6A

Usage Dashboard Physical Dimensional Model – Part I

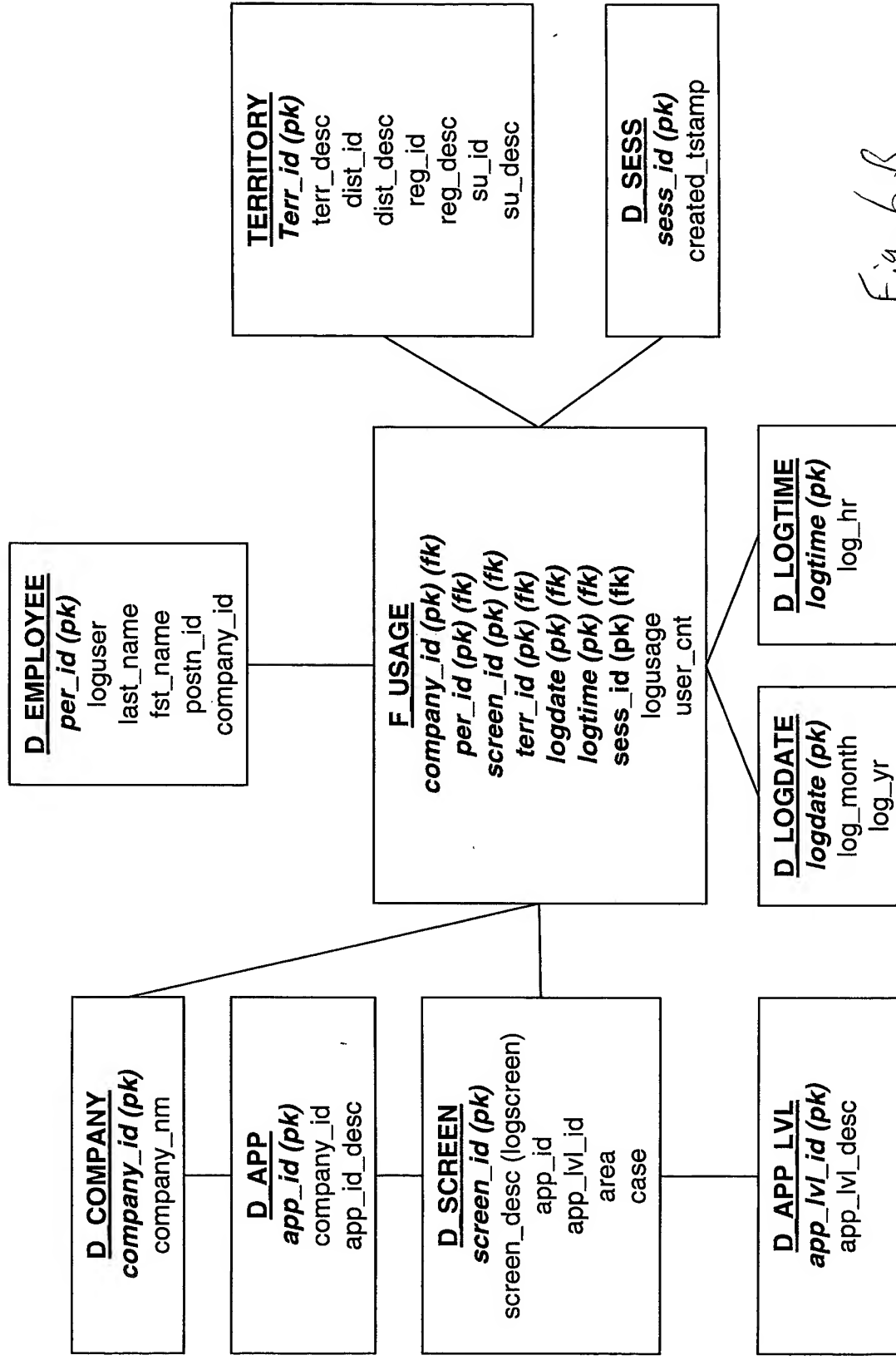


Fig. 6B

Usage Dashboard Conceptual/Logical Dimensional Model – Part II

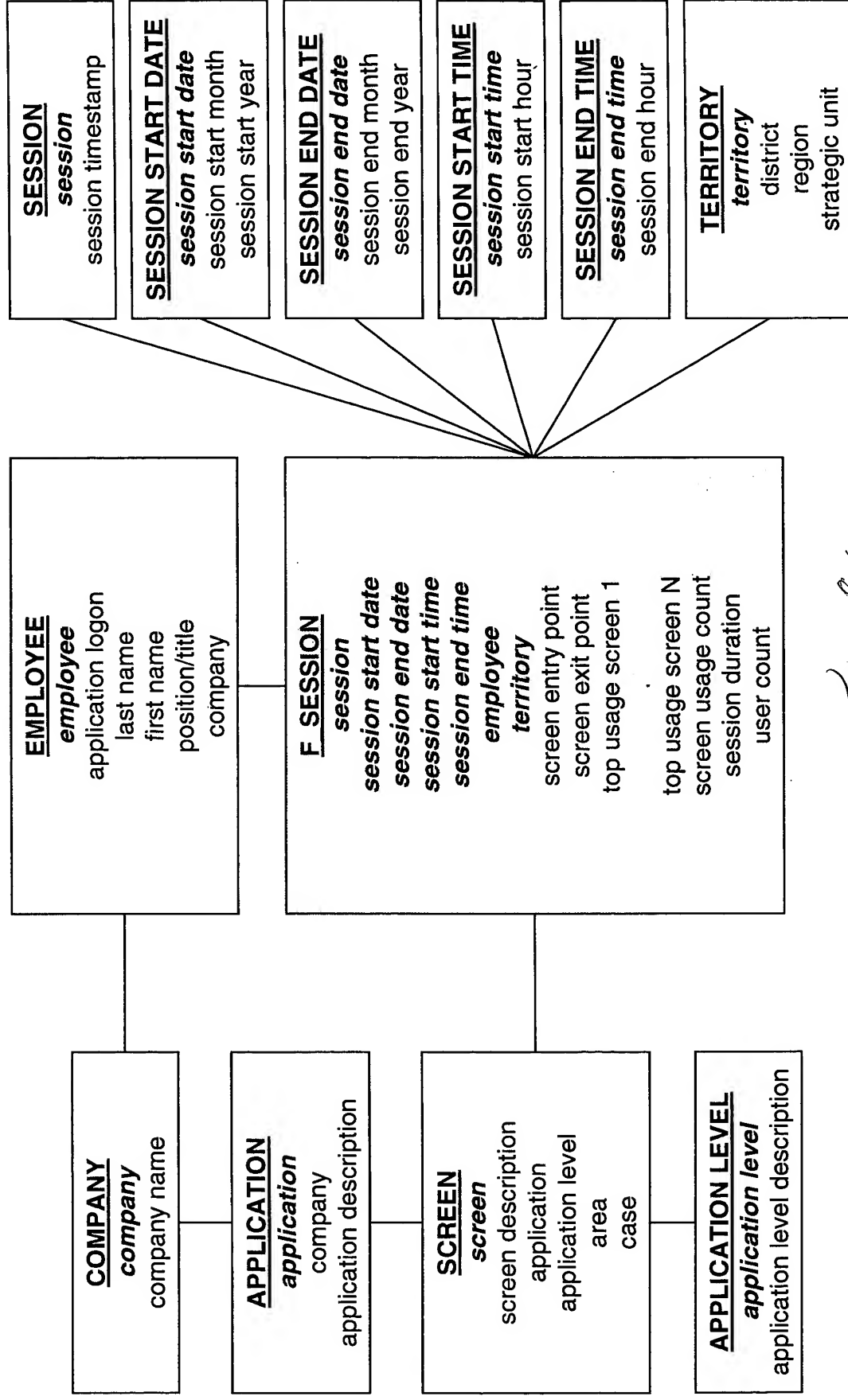


Fig. 66

Usage Dashboard Physical Dimensional Model – Part II

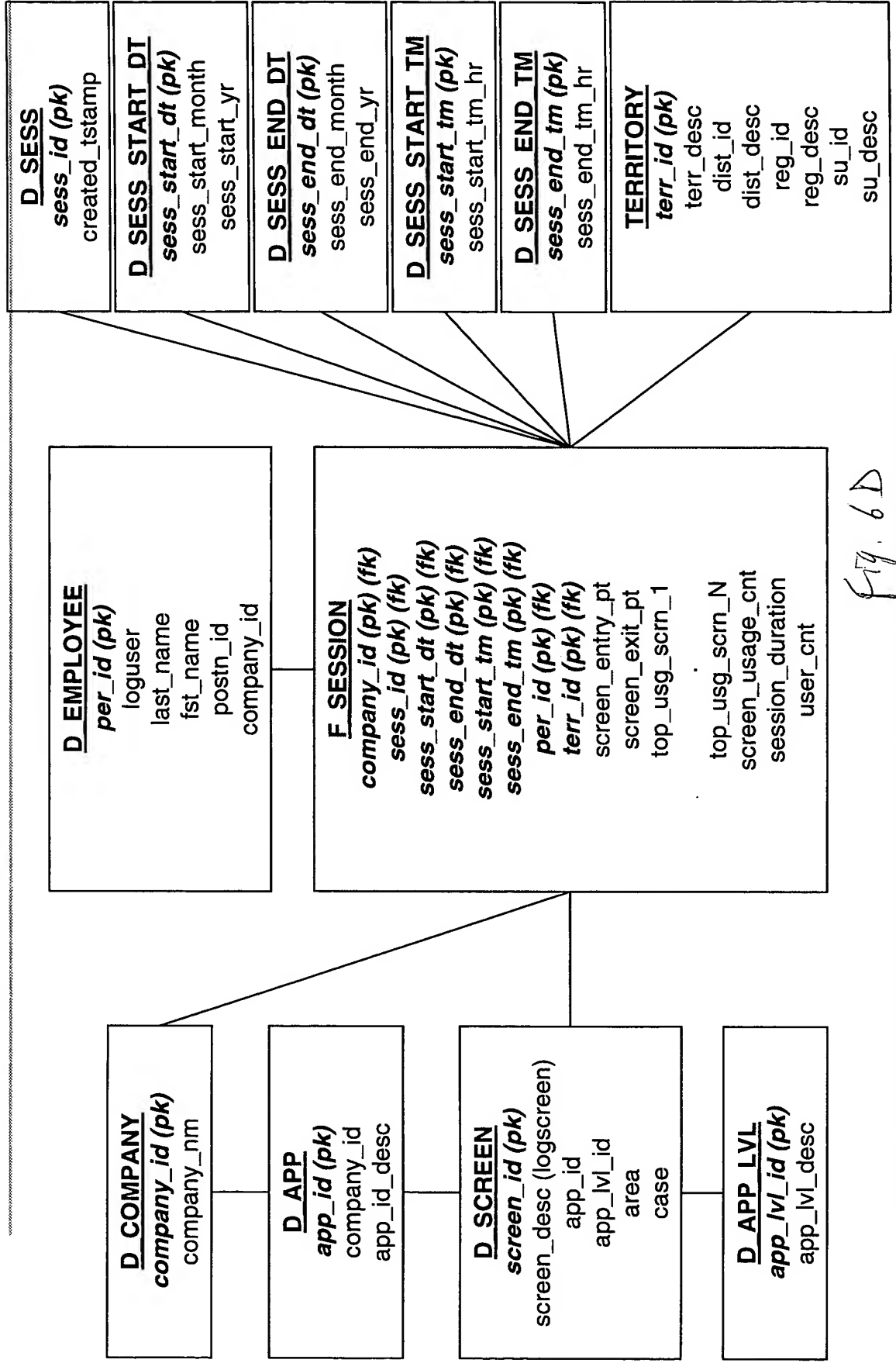


Fig. 6 D

Usage Dashboard Conceptual/Logical Dimensional Model – Part III

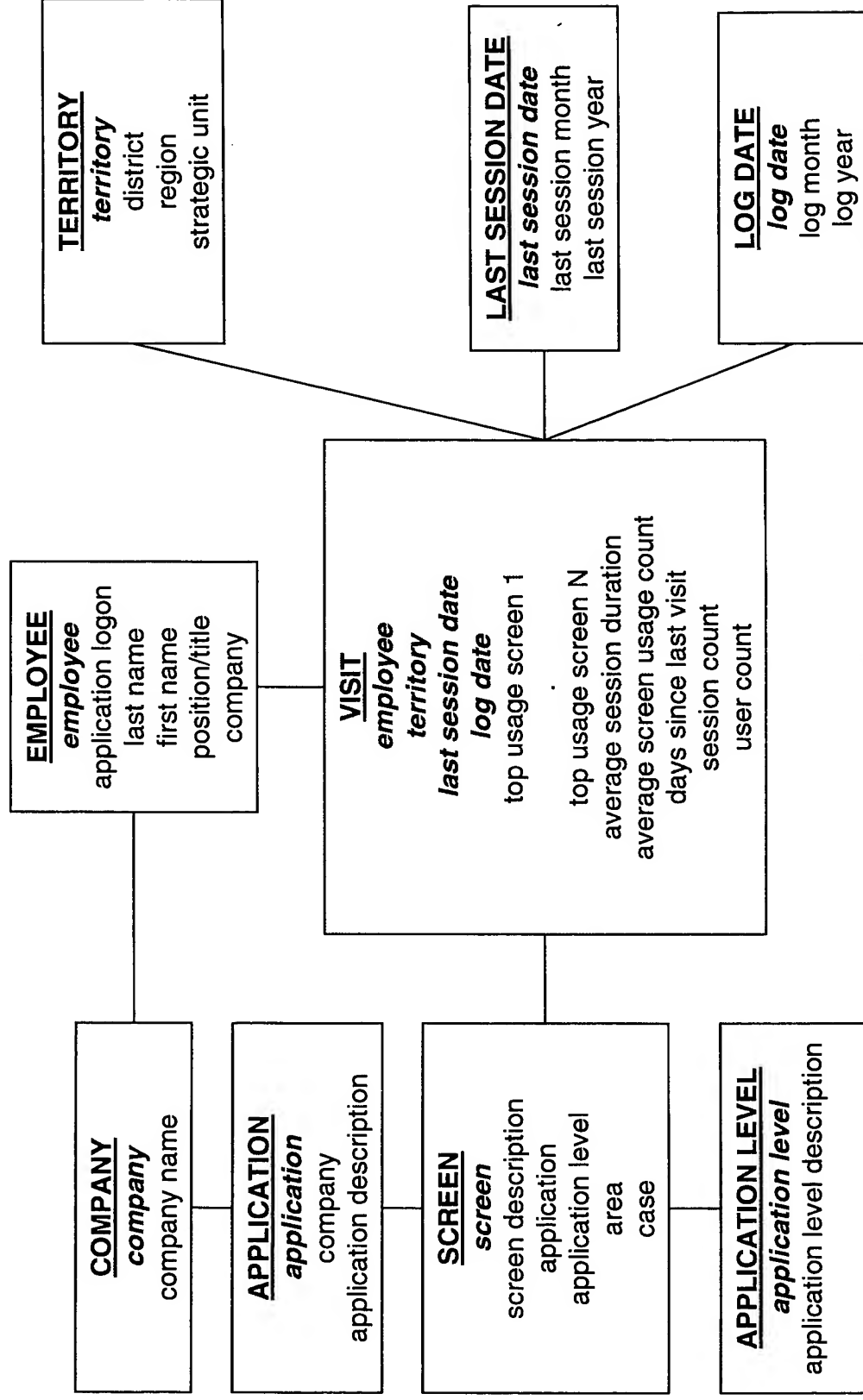


Fig 6E

Usage Dashboard Physical Dimensional Model – Part III

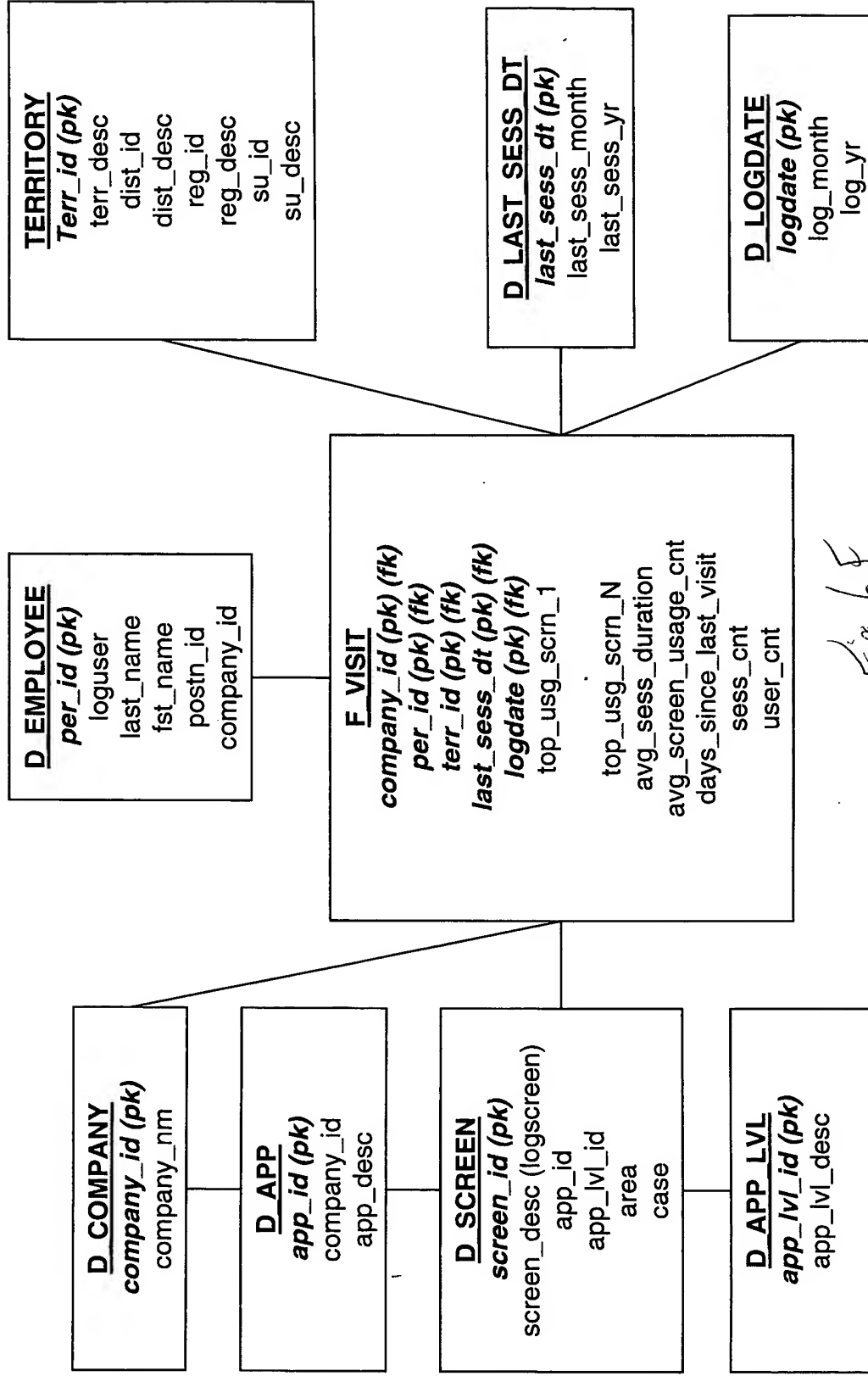
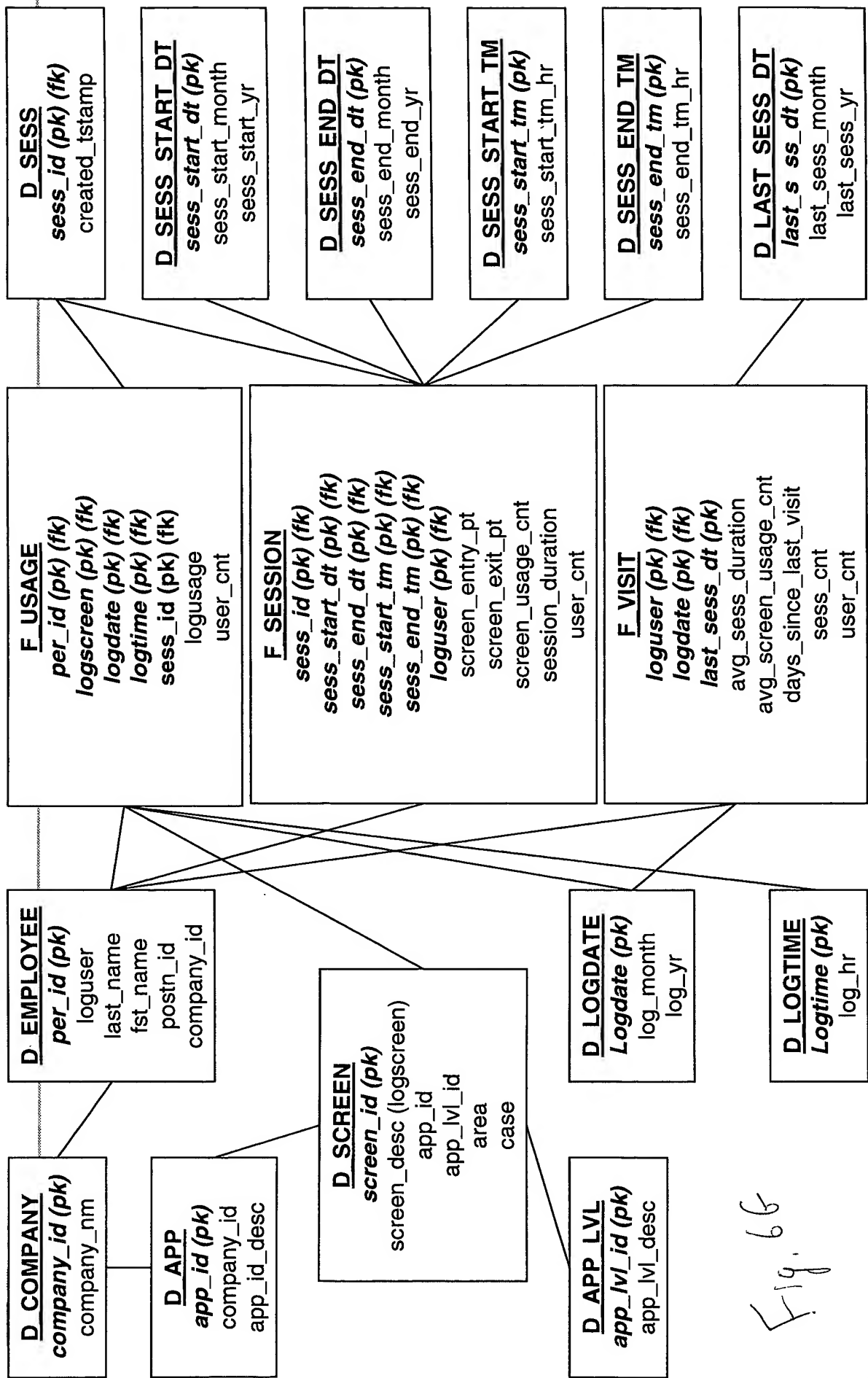


Fig 6 F.



Performance Outcomes Dashboard Conceptual/ Logical Dimensional Model

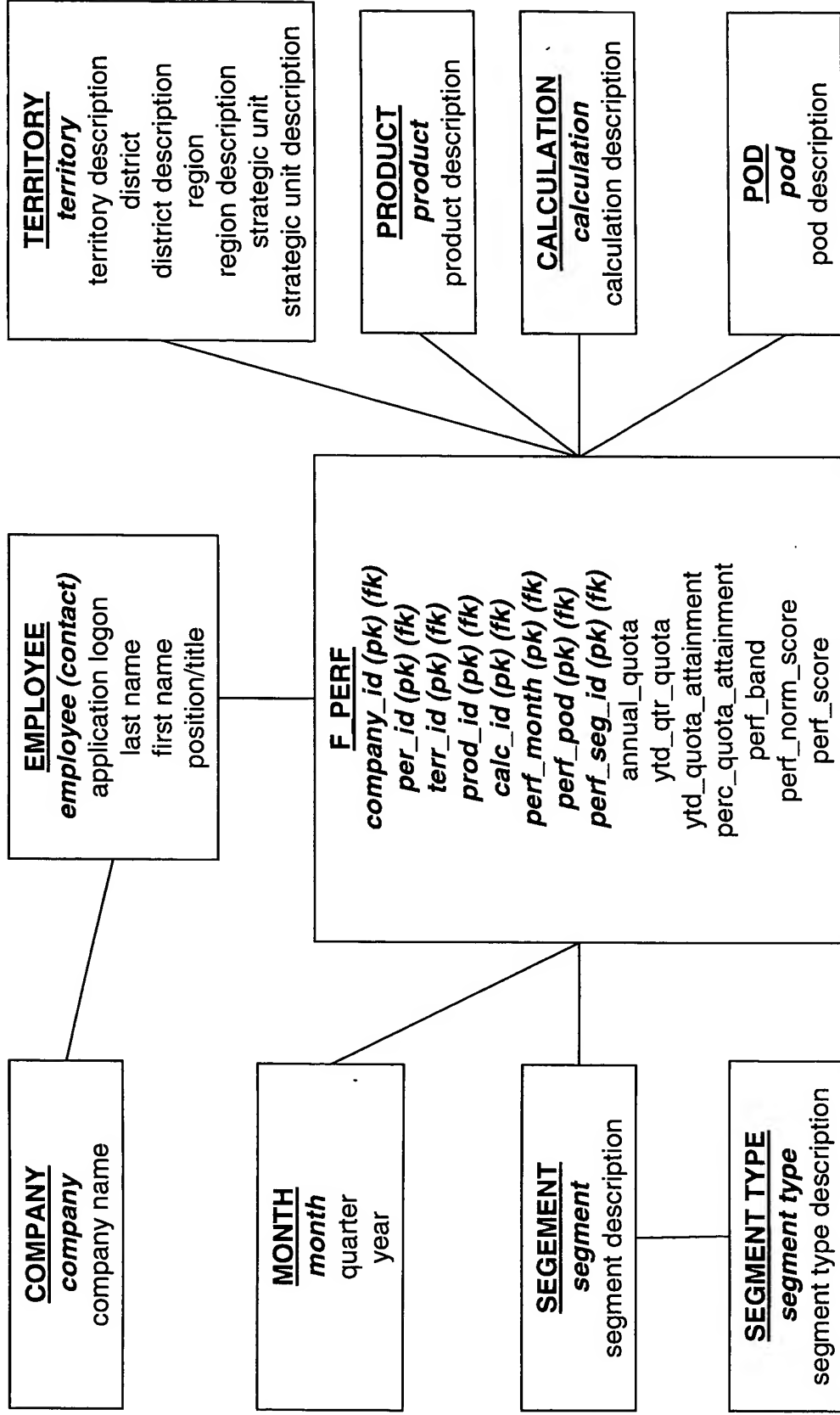


Fig 64

Performance Outcomes Dashboard Physical Dimensional Model

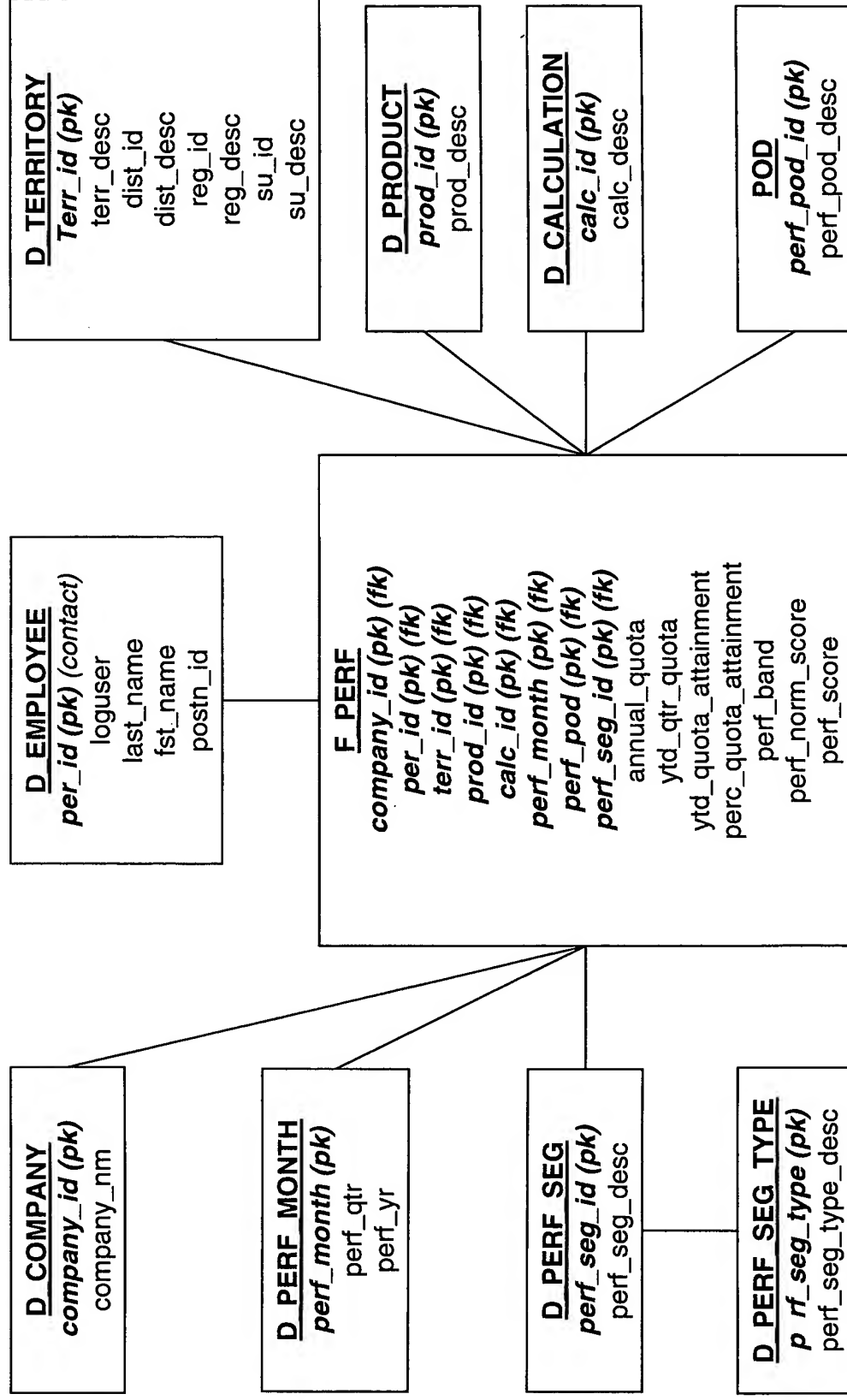


Fig. 6 I

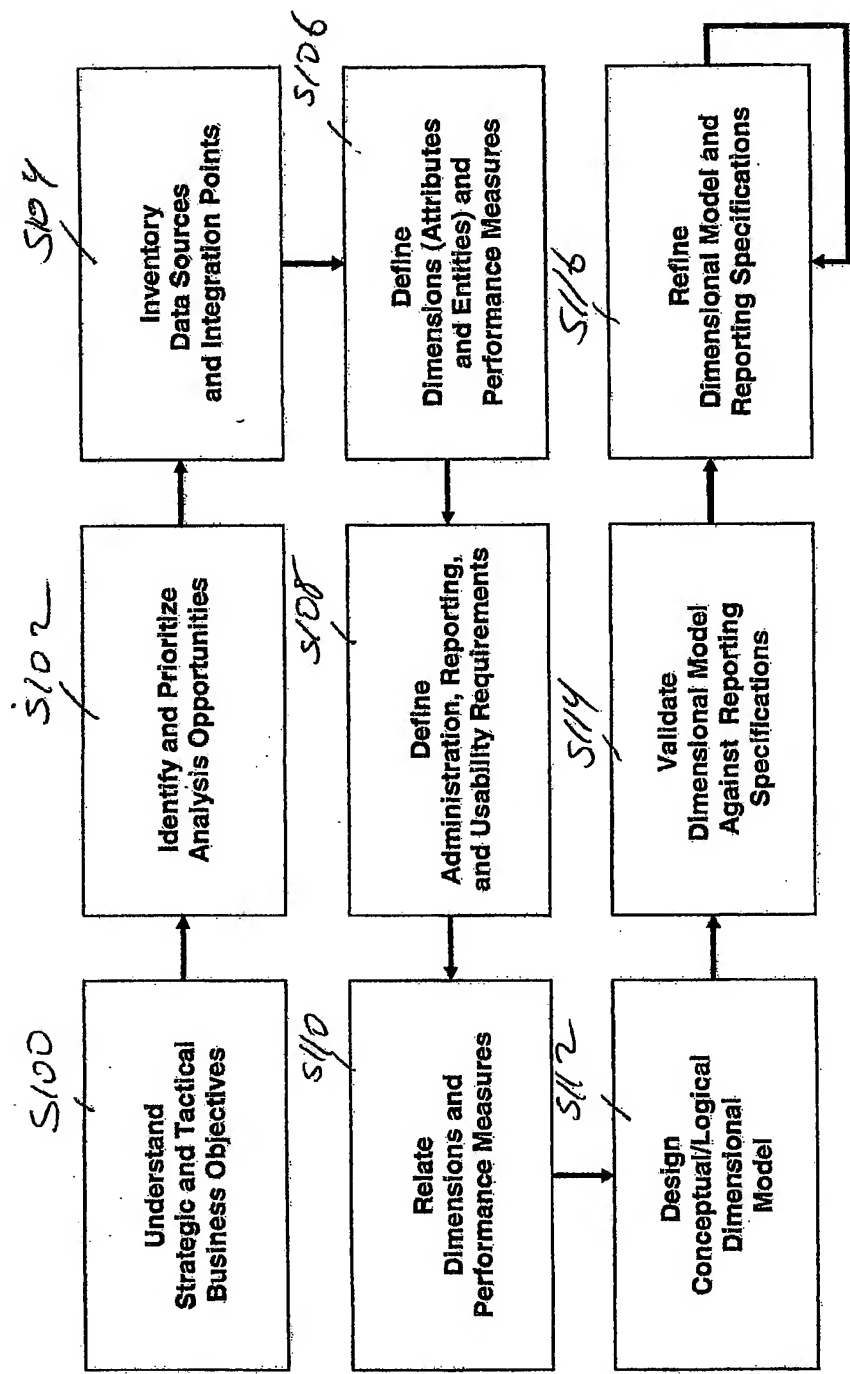


Fig 7

Account (Company)	Asset	Call Detail (Contact)	Fulfillment (Delivery / Shipment)
Inventory	Invoice / Order	Offer (Promotions)	Physician (Appointment)
Pod	Product	Queue / Switch	Quota (Transaction)
Sales Representative (Client/Employee)	Screen	Segment	Support Center (Call Help Desk)
Survey	Territory	Time	Usage

Fig. 8

Statistical Modeling Physical Dimensional Model

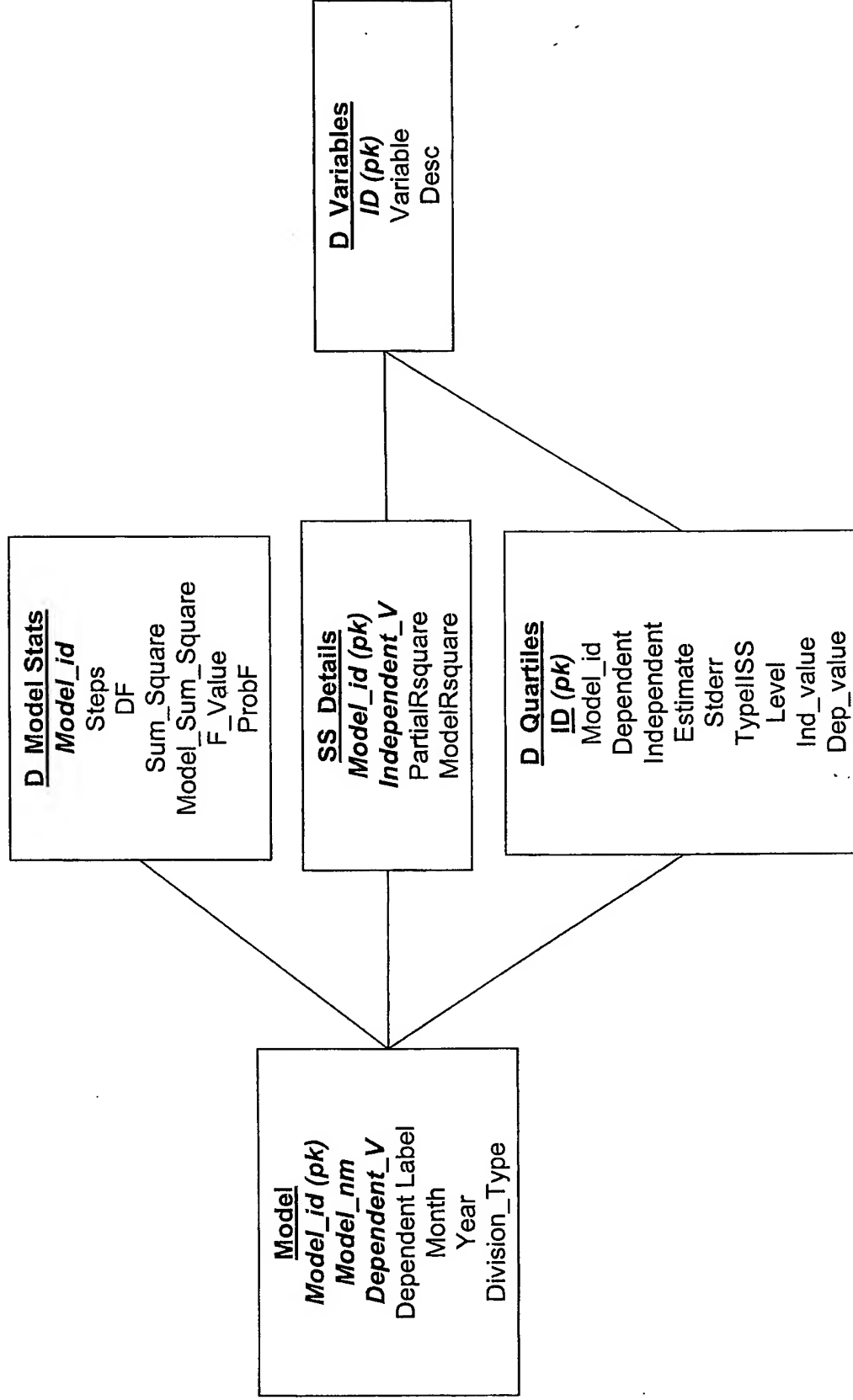


Fig 8 A

Product Framework

Performance Optimizer – Product Map

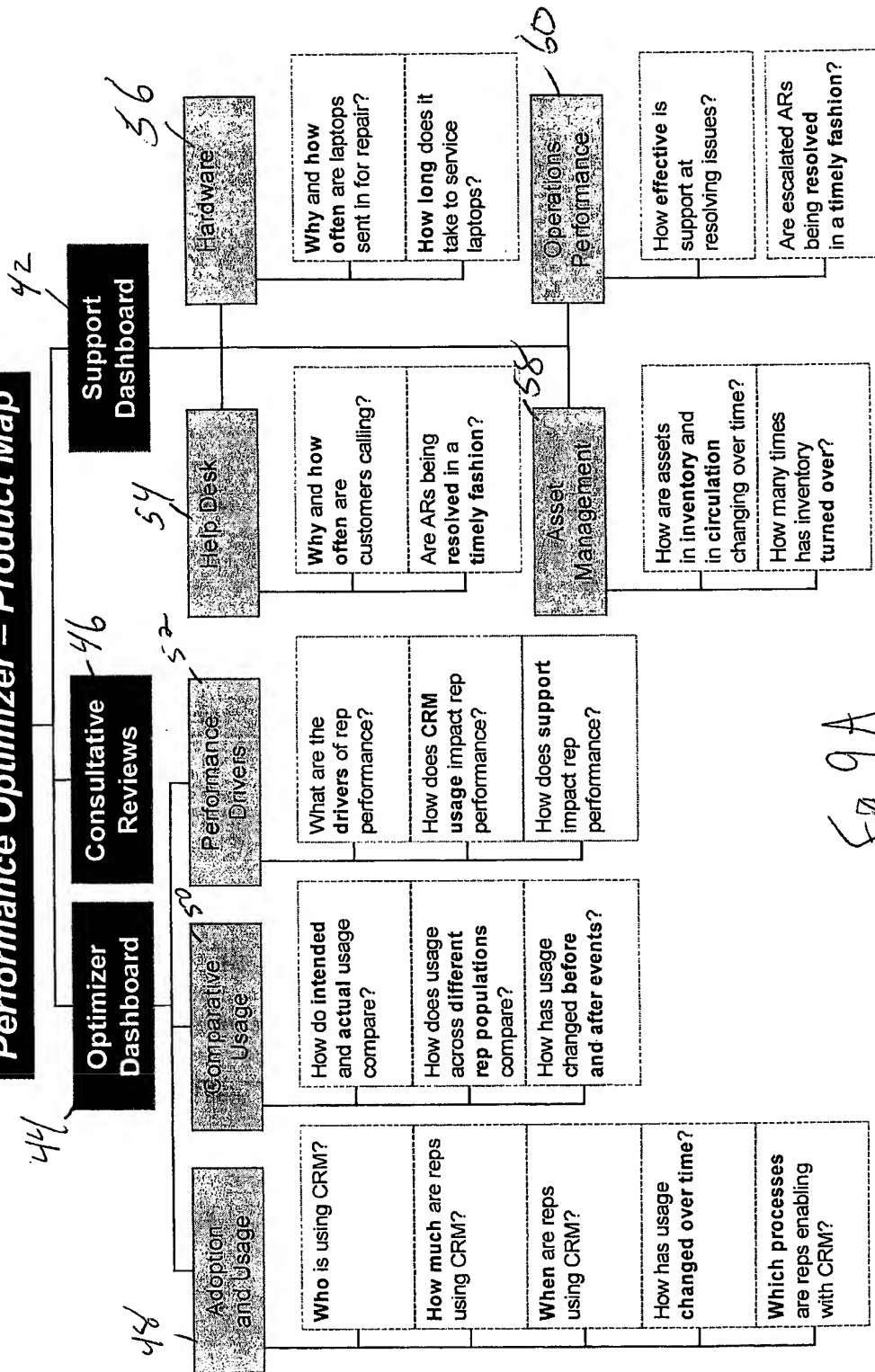
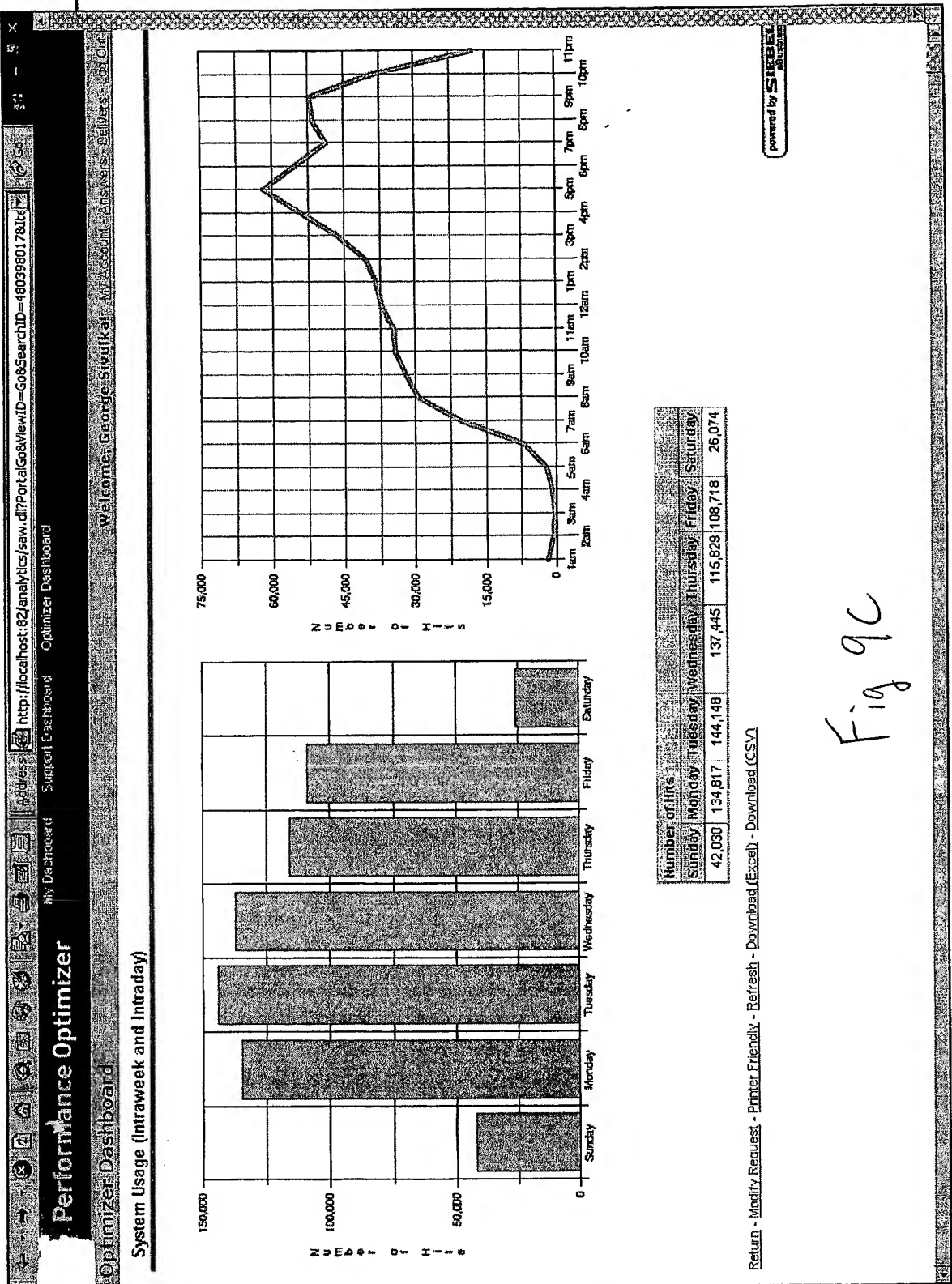
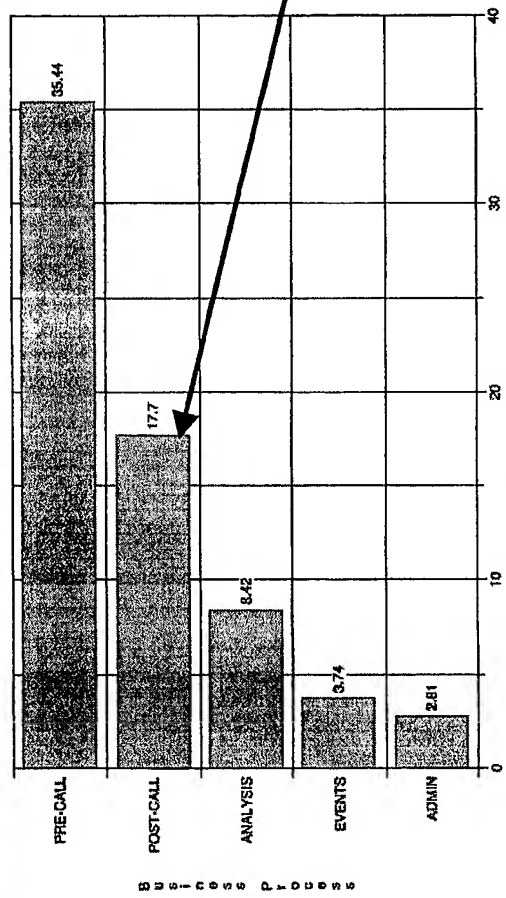


Fig 9A





Average number of Hits per Active Rep Per Week

PRE-CALL	POST-CALL	ANALYSIS	EVENTS	ADMIN
35.44	17.70	8.42	3.74	2.81

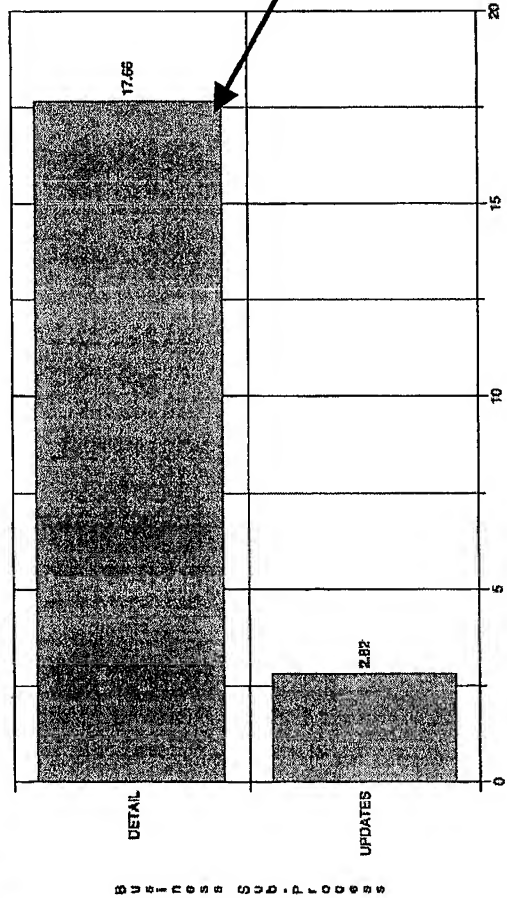
Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

9D

Performance Optimizer

Optimizer Dashboard

System Usage by Business Process



Drilling into DETAIL...

Average number of Hits per Active Rep Per Week	
POST CALL	
DETAIL	17.66
UPDATES	2.82

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

powered by **SIEBEL** all rights reserved

96

[Go](#)
[http://localhost:82/analytics/saw.dll?PortalGo&ViewID=60%7Estatichart%21185eal](#)

[My Dashboard](#)
[Support Dashboard](#)
[Optimizer Dashboard](#)

[Home](#)
[Dashboard](#)
[Reports](#)
[Tools](#)
[Help](#)

[My Account](#)
[Answers](#)
[Deliveries](#)
[Log Out](#)

Performance Optimizer

Optimizer Dashboard

Welcome, **George Sivulka**

System Usage by Business Process

Business Process	Average Hits
Professional Call Detail	16.8
My Activities	5.01
Account Call Detail	6.08
Activity Attachments	1.51

Average number of Hits per Active Rep Per Week

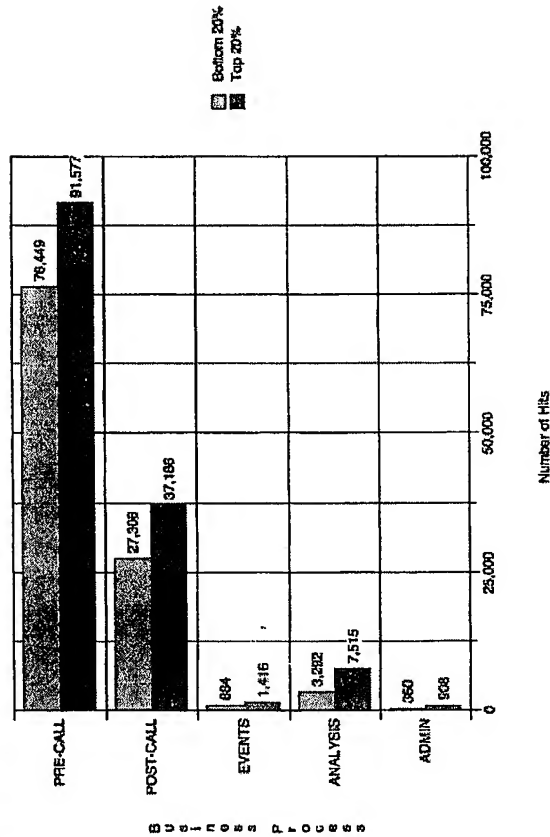
POST CALL DETAIL	My Activities	Account Call Detail	Activity Attachments
16.80	5.01	6.08	1.51

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

powered by **SIEBEL**

9F

System Usage by Business Process - Hits

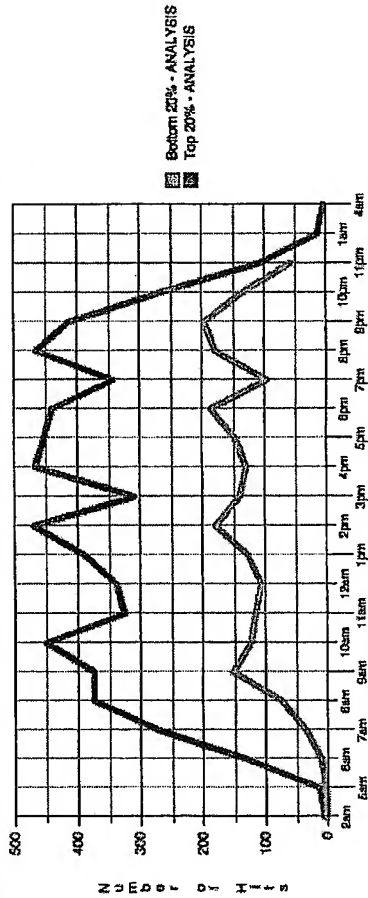


QUANTILE	Number of Hits				
	PRE-CALL	POST-CALL	EVENTS	ANALYSIS	ADMIN
Bottom 20%	76,449	27,306	884	3,292	360
Top 20%	91,577	37,186	1,416	7,515	908

Performance Optimizer

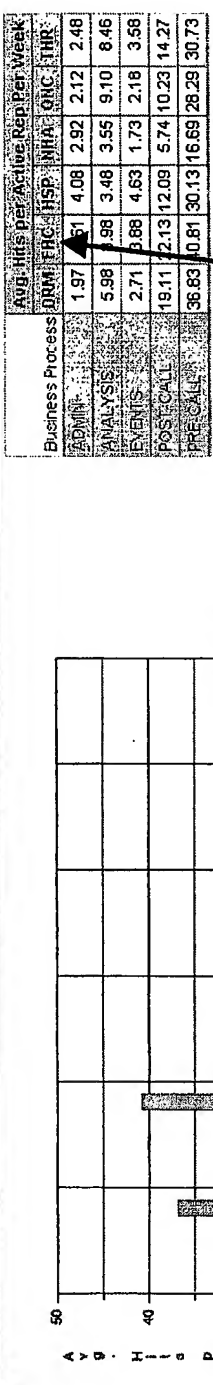
Optimizer Dashboard

System Usage by Business Process - Analysis (Time of Day)



Contact	View	Usage	Usage Log Time
QUINTILE	Business Process	Number of Hits	Hour - Hour in AM/PM
Bottom 20%	ANALYSIS	1000	2:00-2am
Bottom 20%	ANALYSIS	200	5:00-5am
Bottom 20%	ANALYSIS	1000	5:00-5am
Bottom 20%	ANALYSIS	3300	7:00-7am
Bottom 20%	ANALYSIS	7800	8:00-8am
Bottom 20%	ANALYSIS	15100	9:00-9am
Bottom 20%	ANALYSIS	12300	10:00-10am
Bottom 20%	ANALYSIS	11500	11:00-11am
Bottom 20%	ANALYSIS	10500	12:00-12am
Bottom 20%	ANALYSIS	12700	13:00-1pm
Bottom 20%	ANALYSIS	7900	14:00-2pm
Bottom 20%	ANALYSIS	13800	15:00-3pm
Bottom 20%	ANALYSIS	12900	16:00-4pm
Bottom 20%	ANALYSIS	14700	17:00-5pm
Bottom 20%	ANALYSIS	18500	18:00-6pm
Bottom 20%	ANALYSIS	9500	19:00-7pm

System Usage by Business Process by Division



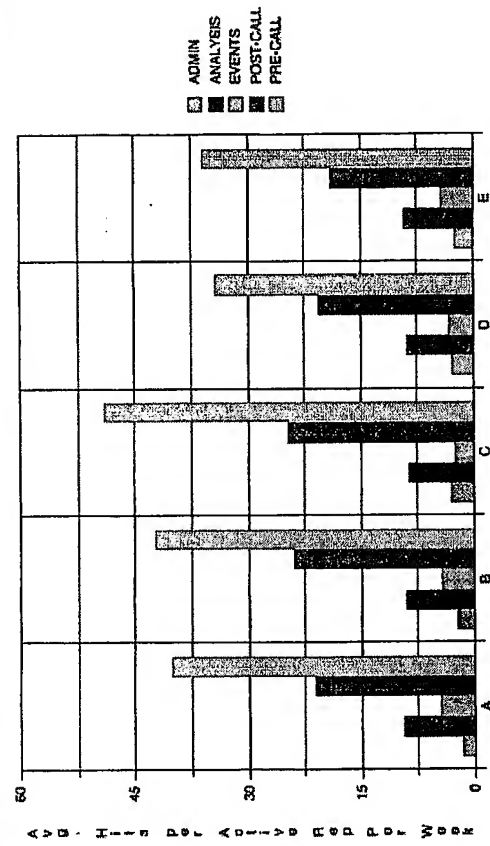
- ADMIN
- ANALYSIS
- EVENTS
- POST-CALL
- PRE-CALL

Return - [Modify Request](#) - [Printer Friendly](#) - [Refresh](#) - [Download \(Excel\)](#) - [Download \(CSV\)](#)

Drilling into DIVISION...

91

System Usage by Business Process by Division



Flagdon

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

Business Process	Avg. Hits per Active Rep Per Week				
	A	B	C	D	E
ADMIN	1.94	2.13	2.91	2.87	2.42
ANALYSIS	9.29	9.06	8.63	8.84	9.16
EVENTS	4.33	4.13	2.43	3.24	4.17
POST-CALL	21.11	24.01	24.76	20.56	18.93
PRE-CALL	40.08	42.32	49.01	34.26	35.88

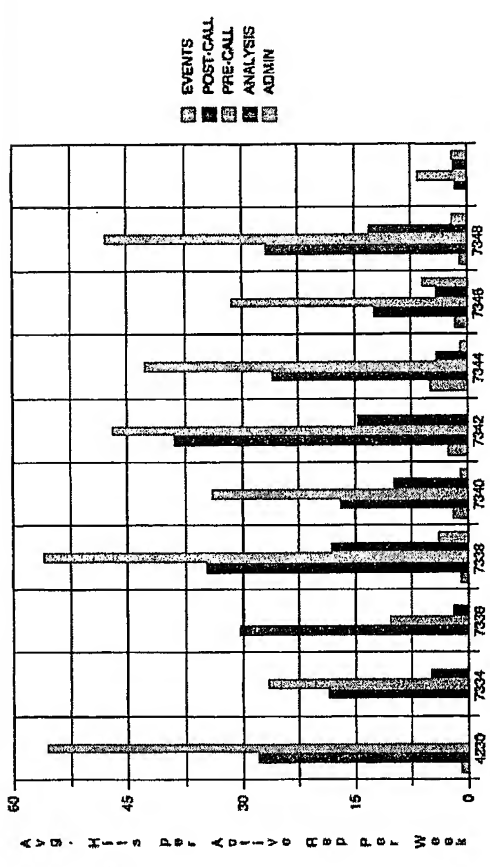
Drilling into REGION...

95

Performance Optimizer

optimizer Dashboard

System Usage by Business Process by Division

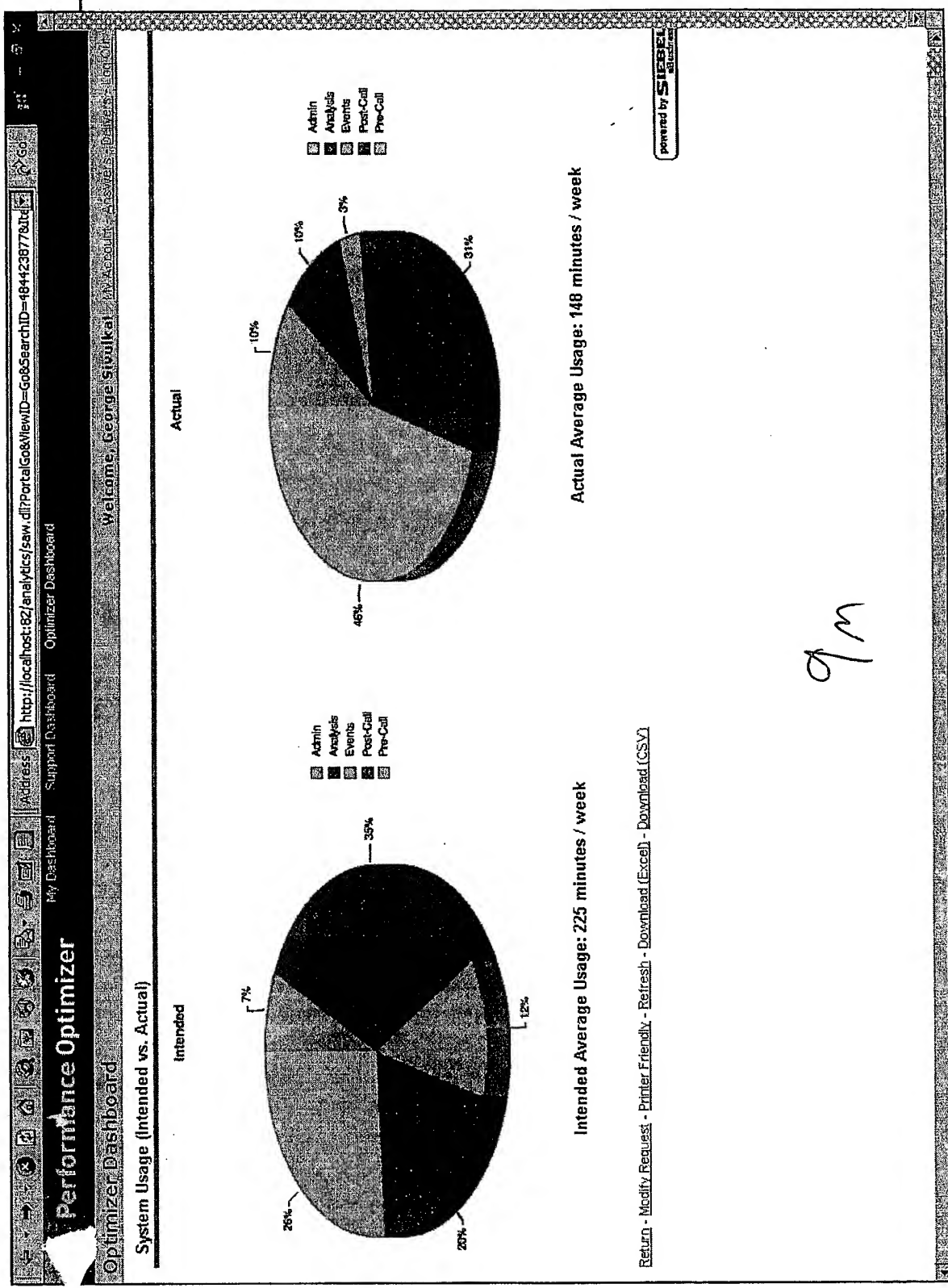


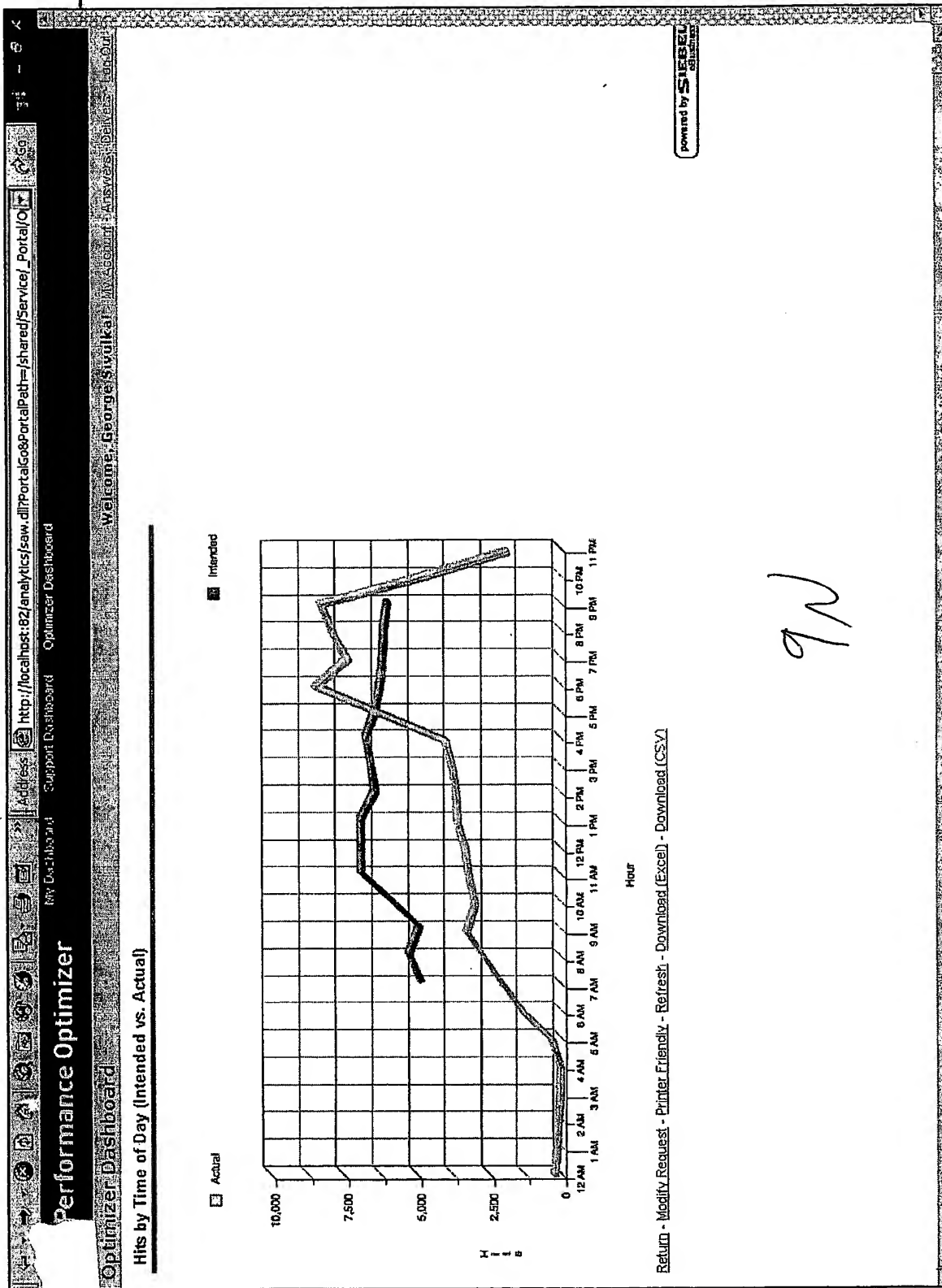
[Return](#)
[Modify Request](#)
[Printer Friendly](#)
[Refresh](#)
[Download \(Excel\)](#)
[Download \(CSV\)](#)

Avg. Hits per Active Rep Per Week									
FHC									
C									
C04									
4230	7338	7340	7342	7344	7346	7348	1.00	2.00	5.00
27.82	18.57	30.29	34.65	17.00	38.91	25.91	12.36	26.70	1.50
55.62	26.50	10.33	56.09	33.86	46.85	42.87	31.21	47.83	6.50
5.00	2.00	18.13	9.83	14.63	4.18	4.25	13.00	1.75	
4.00	1.00								

powered by **SIEBEL**

76



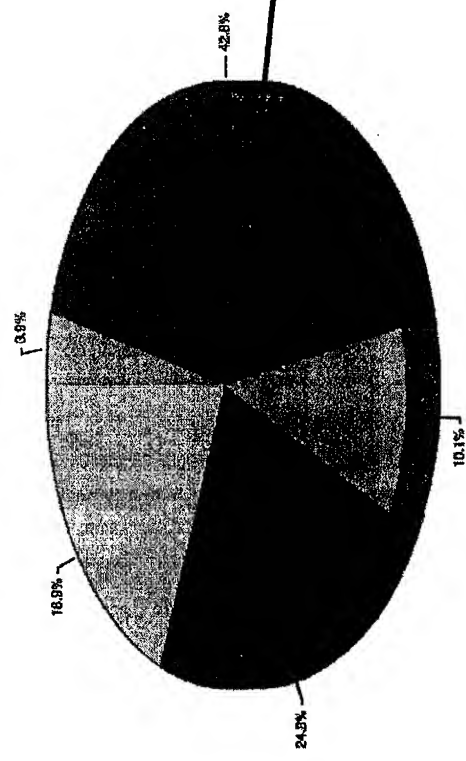


Optimizer Dashboard

Drivers of Quota - CRM Processes

CRM Component	Percent of Variance Explained
Administrative Process	0.5%
Analysis Process	5.1%
Events Process	1.2%
Post-Call Process	2.9%
Pre-Call Process	2.3%
Grand Total	12.0%

Percent of Variance Explained



Drilling into the ANALYSIS PROCESS...

- ☒ Administrative Process
- ☒ Analysis Process
- ☒ Events Process
- ☒ Post-Call Process
- ☐ Pre-Call Process

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

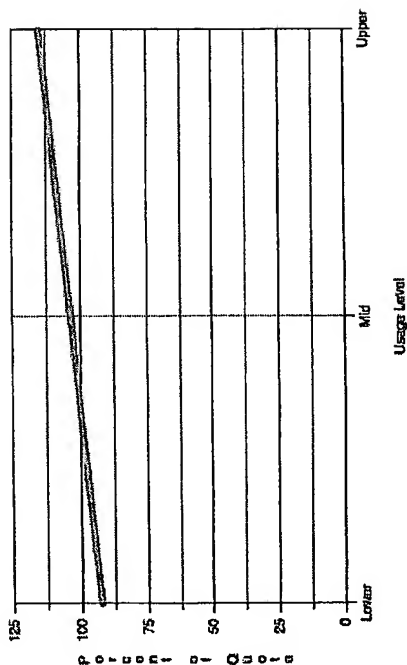
9P

Performance Optimizer

Optimizer Dashboard

CRM Process - Impact on Quota

CRM Component	Usage Level	Usage in Minutes	Per Rep. Per Week	Percent of Quota
Analysis Process	Lower		15.51	92.3%
	Mid		25.73	103.5%
	Upper		35.95	114.6%



Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

TABLAS de puentes